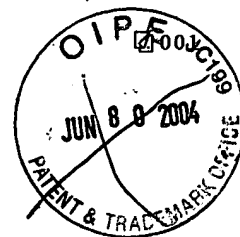


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EMAIL: CHilberg@Oppenheimer.com
RE: Serial No. 10/10/804,720
Attorney Docket No. 60021-379401

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**NONPUBLICATION REQUEST
UNDER
35 U.S.C. 122(b)(2)(B)(i)**

First Named Inventor

Stephen Dull et

Title

BRAND VALUE MANAGEMENT

Attorney Docket Number

60021-379401

I hereby certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing.

I hereby request that the attached application not be published under 35 U.S.C. 122(b).

6/8/04

Date



Signature

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Telephone number

Christopher R. Hilberg, Reg. No.

Typed or printed name 48,740

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application upon filing.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

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